

Site Usage

16,828 Visits

Previous: 14,892 (13.00%)

64.91% Bounce Rate

Previous: 61.80% (5.03%)

32,887 Pageviews

Previous: 32,702 (0.57%)

00:01:49 Avg. Time on Site

Previous: 00:02:18 (-21.05%)

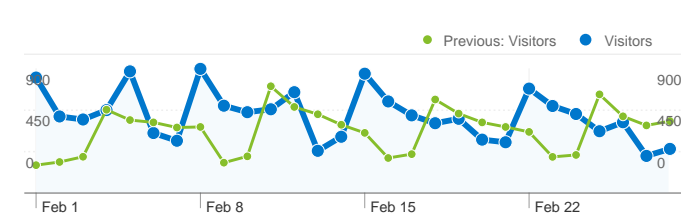
1.95 Pages/Visit

Previous: 2.20 (-11.00%)

68.86% % New Visits

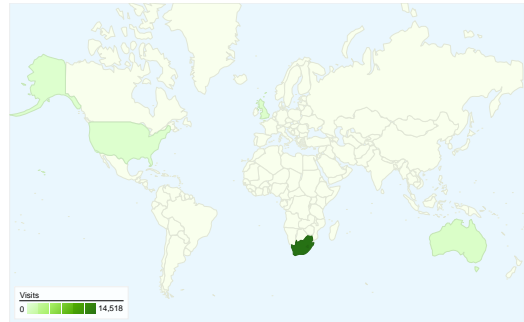
Previous: 68.33% (0.78%)

Visitors Overview

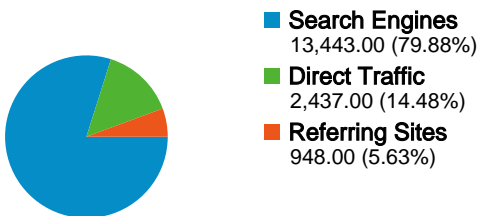


Visitors
13,706

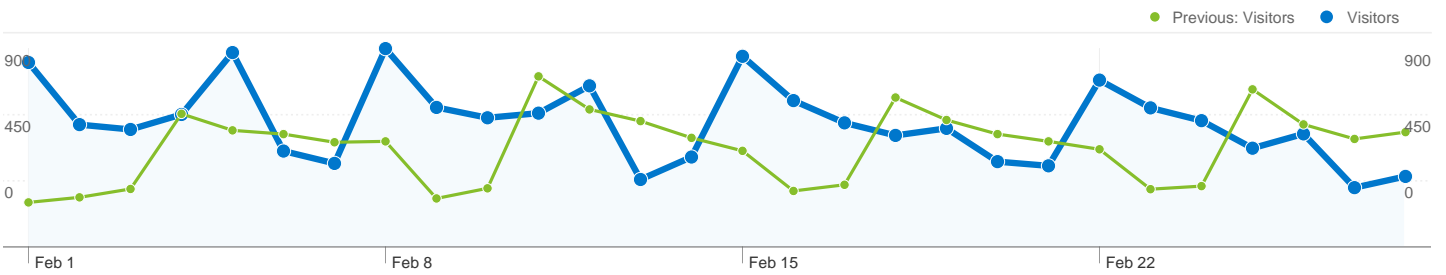
Map Overlay



Traffic Sources Overview



Content Overview		
Pages	Pageviews	% Pageviews
/		
Feb 1, 2010 - Feb 28, 2010	6,477	19.69%
Jan 1, 2010 - Jan 31, 2010	6,881	21.04%
% Change	-5.87%	-6.40%
/operators/operator-detail.php?op_id=		
Feb 1, 2010 - Feb 28, 2010	918	2.79%
Jan 1, 2010 - Jan 31, 2010	1,221	3.73%
% Change	-24.82%	-25.24%
/adventure-media/		
Feb 1, 2010 - Feb 28, 2010	750	2.28%
Jan 1, 2010 - Jan 31, 2010	412	1.26%
% Change	82.04%	81.01%
/events/event-detail.php?event_id=4267		
Feb 1, 2010 - Feb 28, 2010	594	1.81%
Jan 1, 2010 - Jan 31, 2010	95	0.29%
% Change	525.26%	521.75%
/index.php		
Feb 1, 2010 - Feb 28, 2010	555	1.69%
Jan 1, 2010 - Jan 31, 2010	570	1.74%
% Change	-2.63%	-3.18%



13,706 people visited this site

16,828 Visits

Previous: 14,892 (13.00%)

13,706 Absolute Unique Visitors

Previous: 12,174 (12.58%)

32,887 Pageviews

Previous: 32,702 (0.57%)

1.95 Average Pageviews

Previous: 2.20 (-11.00%)

00:01:49 Time on Site

Previous: 00:02:18 (-21.05%)

64.91% Bounce Rate

Previous: 61.80% (5.03%)

68.86% New Visits

Previous: 68.33% (0.78%)

Technical Profile

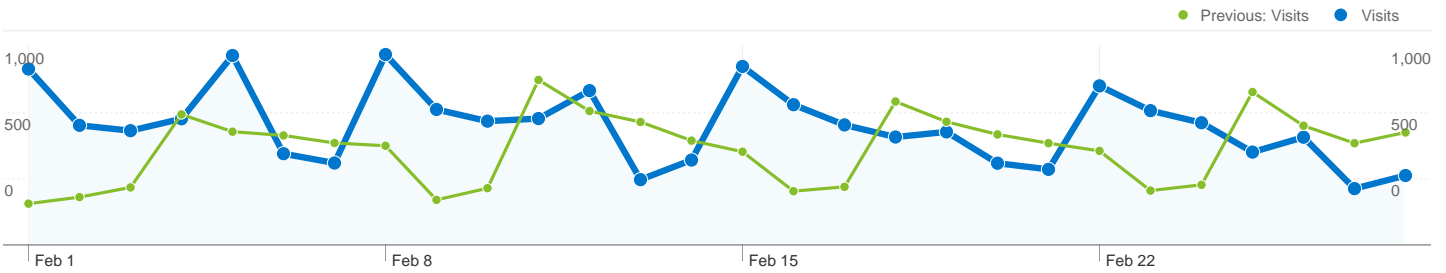
Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer			Unknown		
Feb 1, 2010 - Feb 28, 2010	12,111	71.97%	Feb 1, 2010 - Feb 28, 2010	8,088	48.06%
Jan 1, 2010 - Jan 31, 2010	10,473	70.33%	Jan 1, 2010 - Jan 31, 2010	7,271	48.82%
% Change	15.64%	2.34%	% Change	11.24%	-1.56%
Firefox			DSL		
Feb 1, 2010 - Feb 28, 2010	2,607	15.49%	Feb 1, 2010 - Feb 28, 2010	7,085	42.10%
Jan 1, 2010 - Jan 31, 2010	2,524	16.95%	Jan 1, 2010 - Jan 31, 2010	6,238	41.89%
% Change	3.29%	-8.59%	% Change	13.58%	0.51%

Chrome		
Feb 1, 2010 - Feb 28, 2010	987	5.87%
Jan 1, 2010 - Jan 31, 2010	924	6.20%
% Change	6.82%	-5.47%
Safari		
Feb 1, 2010 - Feb 28, 2010	781	4.64%
Jan 1, 2010 - Jan 31, 2010	639	4.29%
% Change	22.22%	8.16%
Opera Mini		
Feb 1, 2010 - Feb 28, 2010	109	0.65%
Jan 1, 2010 - Jan 31, 2010	124	0.83%
% Change	-12.10%	-22.21%

T1		
Feb 1, 2010 - Feb 28, 2010	1,017	6.04%
Jan 1, 2010 - Jan 31, 2010	780	5.24%
% Change	30.38%	15.38%
Cable		
Feb 1, 2010 - Feb 28, 2010	369	2.19%
Jan 1, 2010 - Jan 31, 2010	287	1.93%
% Change	28.57%	13.78%
Dialup		
Feb 1, 2010 - Feb 28, 2010	229	1.36%
Jan 1, 2010 - Jan 31, 2010	199	1.34%
% Change	15.08%	1.84%

Traffic Sources Overview

Feb 1, 2010 - Feb 28, 2010
Comparing to: Jan 1, 2010 - Jan 31, 2010



All traffic sources sent a total of 16,828 visits

14.48% Direct Traffic

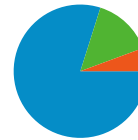
Previous: 17.81% (-18.68%)

5.63% Referring Sites

Previous: 7.26% (-22.39%)

79.88% Search Engines

Previous: 74.93% (6.61%)



- **Search Engines**
13,443.00 (79.88%)
- **Direct Traffic**
2,437.00 (14.48%)
- **Referring Sites**
948.00 (5.63%)

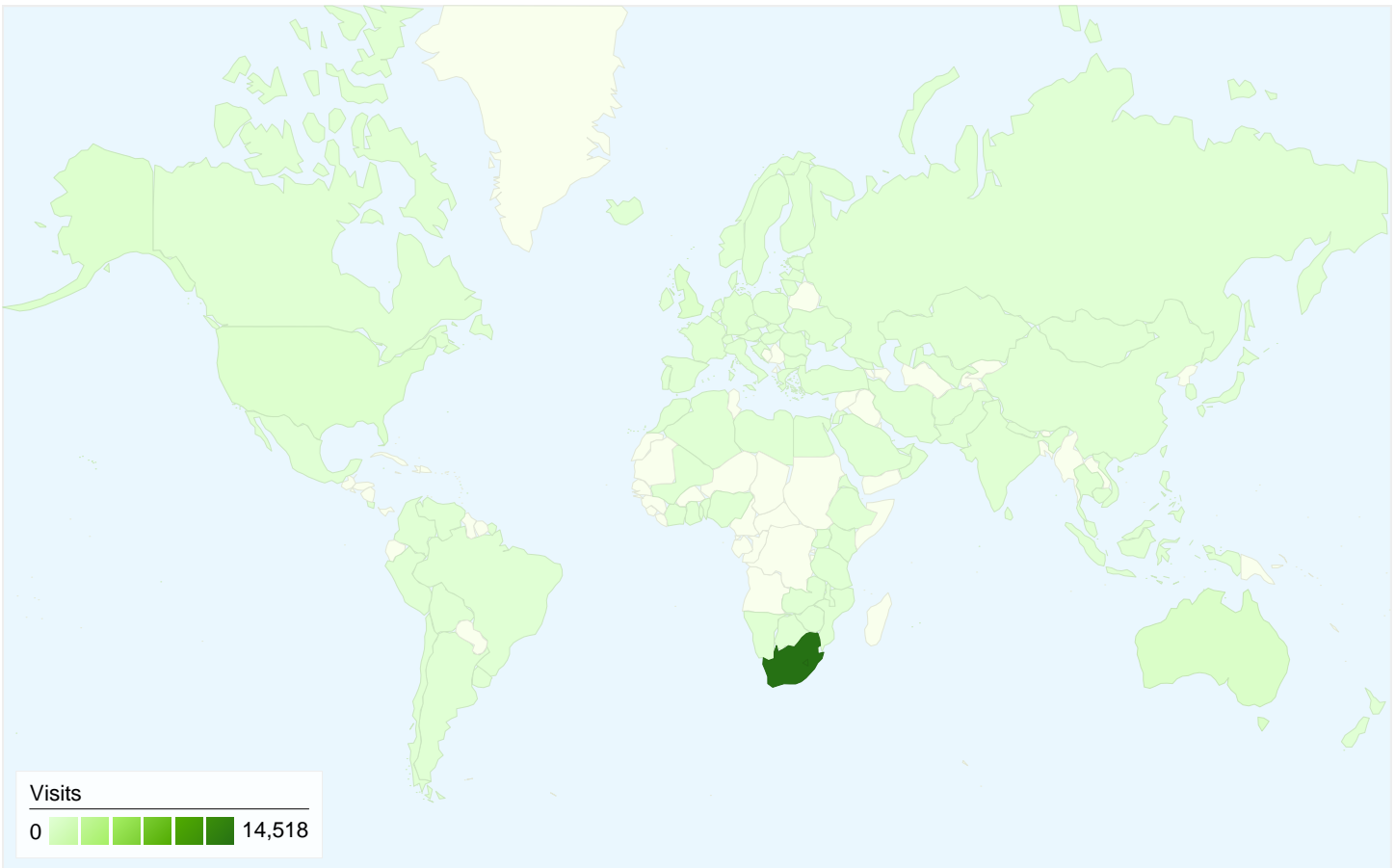
Top Traffic Sources

Sources	Visits	% visits
google (organic)		
Feb 1, 2010 - Feb 28, 2010	12,807	76.11%
Jan 1, 2010 - Jan 31, 2010	10,705	71.88%
% Change	19.64%	5.87%
(direct) ((none))		
Feb 1, 2010 - Feb 28, 2010	2,437	14.48%
Jan 1, 2010 - Jan 31, 2010	2,652	17.81%
% Change	-8.11%	-18.68%
yahoo (organic)		
Feb 1, 2010 - Feb 28, 2010	227	1.35%
Jan 1, 2010 - Jan 31, 2010	119	0.80%
% Change	90.76%	68.81%
mtbroutes.co.za (referral)		
Feb 1, 2010 - Feb 28, 2010	222	1.32%
Jan 1, 2010 - Jan 31, 2010	346	2.32%
% Change	-35.84%	-43.22%
bing (organic)		

Keywords	Visits	% visits
argus cycle tour		
Feb 1, 2010 - Feb 28, 2010	401	2.98%
Jan 1, 2010 - Jan 31, 2010	233	2.09%
% Change	72.10%	42.86%
cape argus cycle tour		
Feb 1, 2010 - Feb 28, 2010	290	2.16%
Jan 1, 2010 - Jan 31, 2010	230	2.06%
% Change	26.09%	4.66%
ndorfin		
Feb 1, 2010 - Feb 28, 2010	206	1.53%
Jan 1, 2010 - Jan 31, 2010	176	1.58%
% Change	17.05%	-2.84%
midmar mile 2010		
Feb 1, 2010 - Feb 28, 2010	165	1.23%
Jan 1, 2010 - Jan 31, 2010	45	0.40%
% Change	266.67%	204.37%
dischem ride for sight		

Feb 1, 2010 - Feb 28, 2010	220	1.31%
Jan 1, 2010 - Jan 31, 2010	180	1.21%
% Change	22.22%	8.16%

Feb 1, 2010 - Feb 28, 2010	136	1.01%
Jan 1, 2010 - Jan 31, 2010	13	0.12%
% Change	946.15%	768.41%



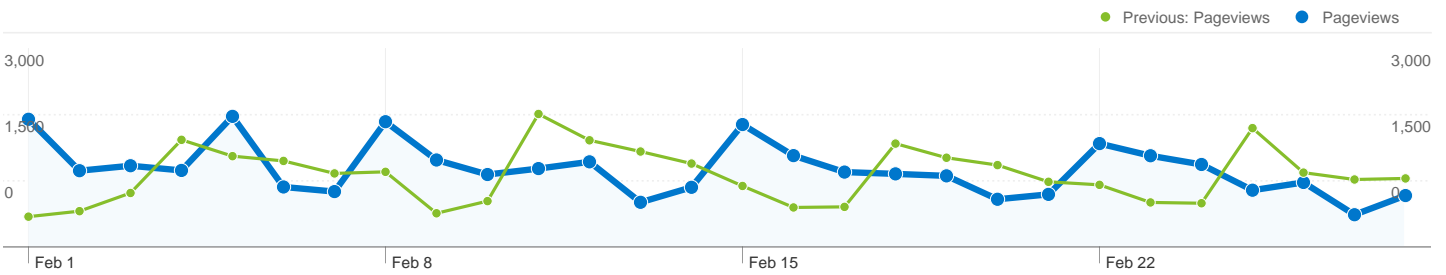
16,828 visits came from 119 countries/territories

Site Usage


Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
16,828 Previous: 14,892 (13.00%)	1.95 Previous: 2.20 (-11.00%)	00:01:49 Previous: 00:02:18 (-21.05%)	68.89% Previous: 68.37% (0.76%)	64.91% Previous: 61.80% (5.03%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
South Africa					
February 1, 2010 - February 28, 2010	14,518	1.97	00:01:52	66.37%	64.22%
January 1, 2010 - January 31, 2010	12,869	2.25	00:02:24	65.31%	61.03%
% Change	12.81%	-12.29%	-22.57%	1.61%	5.22%
Australia					
February 1, 2010 - February 28, 2010	526	2.46	00:02:48	83.08%	55.51%
January 1, 2010 - January 31, 2010	463	2.43	00:02:05	82.94%	51.84%
% Change	13.61%	1.26%	34.38%	0.17%	7.09%
United Kingdom					
February 1, 2010 - February 28, 2010	400	1.59	00:01:03	87.50%	72.00%


January 1, 2010 - January 31, 2010	341	1.68	00:01:18	86.51%	70.97%
% Change	17.30%	-5.36%	-18.36%	1.14%	1.45%
United States					
February 1, 2010 - February 28, 2010	289	1.47	00:00:35	93.77%	78.20%
January 1, 2010 - January 31, 2010	220	1.51	00:00:42	97.27%	77.27%
% Change	31.36%	-2.78%	-16.49%	-3.60%	1.20%
(not set)					
February 1, 2010 - February 28, 2010	111	1.77	00:01:23	83.78%	68.47%
January 1, 2010 - January 31, 2010	125	1.78	00:02:23	83.20%	66.40%
% Change	-11.20%	-0.07%	-41.97%	0.70%	3.12%
Germany					
February 1, 2010 - February 28, 2010	99	1.44	00:00:49	82.83%	74.75%
January 1, 2010 - January 31, 2010	100	1.84	00:01:21	87.00%	64.00%
% Change	-1.00%	-21.50%	-39.58%	-4.80%	16.79%
Canada					
February 1, 2010 - February 28, 2010	61	1.43	00:01:17	90.16%	80.33%
January 1, 2010 - January 31, 2010	48	1.65	00:01:03	93.75%	70.83%
% Change	27.08%	-13.34%	21.68%	-3.83%	13.40%
Belgium					
February 1, 2010 - February 28, 2010	59	2.56	00:01:15	57.63%	50.85%
January 1, 2010 - January 31, 2010	36	2.00	00:03:15	77.78%	58.33%
% Change	63.89%	27.97%	-61.55%	-25.91%	-12.83%
Netherlands					
February 1, 2010 - February 28, 2010	59	1.81	00:00:42	81.36%	77.97%
January 1, 2010 - January 31, 2010	47	2.02	00:02:46	91.49%	53.19%
% Change	25.53%	-10.28%	-74.53%	-11.08%	46.58%
India					
February 1, 2010 - February 28, 2010	57	2.11	00:03:11	70.18%	56.14%
January 1, 2010 - January 31, 2010	37	3.08	00:07:15	83.78%	62.16%
% Change	54.05%	-31.67%	-56.15%	-16.24%	-9.69%

1 - 10 of 119



Pages on this site were viewed a total of 32,887 times

 **32,887 Pageviews**
Previous: 32,702 (0.57%)

 **26,662 Unique Views**
Previous: 26,585 (0.29%)

 **64.91% Bounce Rate**
Previous: 61.80% (5.03%)

Top Content

Pages	Pageviews	% Pageviews
/		
Feb 1, 2010 - Feb 28, 2010	6,477	19.69%
Jan 1, 2010 - Jan 31, 2010	6,881	21.04%
% Change	-5.87%	-6.40%
/operators/operator-detail.php?op_id=		
Feb 1, 2010 - Feb 28, 2010	918	2.79%
Jan 1, 2010 - Jan 31, 2010	1,221	3.73%
% Change	-24.82%	-25.24%
/adventure-media/		
Feb 1, 2010 - Feb 28, 2010	750	2.28%
Jan 1, 2010 - Jan 31, 2010	412	1.26%
% Change	82.04%	81.01%
/events/event-detail.php?event_id=4267		
Feb 1, 2010 - Feb 28, 2010	594	1.81%
Jan 1, 2010 - Jan 31, 2010	95	0.29%
% Change	525.26%	521.75%
/index.php		

Feb 1, 2010 - Feb 28, 2010	555	1.69%
Jan 1, 2010 - Jan 31, 2010	570	1.74%
% Change	-2.63%	-3.18%